

# Nevada Health Link

Operated by the Silver State Health Insurance Exchange

Media Presentation  
*May 1, 2013*



# Media Planning

- Research-based
- Utilize a media mix to address the target audiences with effective reach and frequency
  - Reach is the number of individuals/households exposed to a media schedule within a given period
    - Projected Reach: 83.4%
  - Frequency is the number of times individuals/households are exposed to an advertising message
    - Projected Frequency: 23.7 times

# Media Mix

- Television - Spot (purchase of commercial time from individual stations in each market) and Cable
  - TV is the most intrusive medium; it creates impact by bringing an advertising message to life
  - Ability to reach a larger audience
- Digital Media
  - Provides the advertiser with more timely and accurate data than traditional media
  - Ability to pinpoint the target audience, use creative flexibility and track performance
- Radio
  - Ability to reach a more specific audience
  - High frequency medium that allows for a great deal of repetition at a relatively low cost

# Media Mix

- Out-of-Home
  - Set in public areas and can be seen by a large number of people with constant exposure
  - Ability to geo-target
- Print
  - Perceived by consumers as credible sources
  - Ability to deliver a more detailed message

# Audiences

Target audiences are in the 138-400% Federal Poverty Level

- Hispanics; A18-54
- Younger families with children; A18-34
- Young adults, predominantly male; M21-29

# Objectives

- Generate awareness about Nevada Health Link in Phases 2 and 3
  - 85% awareness among target audiences
- Surround target audiences with a mix of traditional and non-traditional media
- Increase Nevadans' awareness and understanding of Nevada Health Link and provide information that will persuade them to go to the portal beginning October 2013
- Facilitate the enrollment 118,000 Nevadans through Nevada Health Link

# Strategies

- Develop a plan with the greatest reach and frequency within the allocated budget
- Use paid media to clearly communicate and control message content, timing and placement in various media outlets that are targeted to reach specific audiences

# Tactics

- Nevada Health Link awareness advertising will run July 2013 through March 2014
- Messaging Waves:
  - July-September 2013: Education and Awareness
  - October-December 15, 2013: “Enroll Now”
  - January-March 2014: “Enroll Now, Enrollment Closes March 31<sup>st</sup>”
- Flighting:
  - 60-second TV spots to launch each wave, rotating in 30-second spots to sustain
  - Increase intensity for the first two weeks of December for the Dec. 15<sup>th</sup> deadline and again in March 2014



# Television

- Over 84% of the target audiences watch TV (median average)
- Las Vegas, Nye County, Lincoln County, Reno/Sparks, Carson City, Elko, Gardnerville, Winnemucca and Fallon
- 60-/30-second commercials
- Cable
  - AdultSwim/Discovery Channel/Azteca America/Telemundo/Animal Planet/History/E!/Cartoon Network/MTV/ABC Family/ESPN
- Added Value
  - Partner for a presence at community events
  - Public Service Announcements
  - Interviews/news stories

# Spot Programming

- Local ABC, NBC, CBS, FOX, CW, Univision and Telefutura affiliates
  - 5-6 p.m. local news programming

| Hispanics            | Young Families        | Young Invincibles    |
|----------------------|-----------------------|----------------------|
| C.S.I.               | How I Met Your Mother | C.S.I.               |
| Undercover Boss      | Undercover Boss       | Undercover Boss      |
| NFL/College Football | NFL/College Football  | NFL/College Football |
| American Idol        | The Voice             | Big Bang Theory      |

# Digital Media

- Over 90% of the target audiences have access to the Internet (median average)
  - Over 50% spend 1-9 hours per week on the Internet
- Traditional display (Flash/Static/In-Banner Video)
- Pre-Roll
  - Online video commercial that appears prior to an online video
- Mobile/Tablet
- Pay-Per-Click
  - Used to drive traffic to websites; pay only when the ad is clicked
- Social Media
- Categories
  - Overall uninsured
  - Latino uninsured

# Radio

- Over 73% of the target audiences listen to the radio (median average)
- 60-second radio spots – placed on top stations to reach the target audiences
- Added value
  - Partner for a presence at community events
  - Public Service Announcements
  - Quarterly, pre-recorded, 30-minute community service programming
  - On-air interviews

# Radio – Southern Nevada

| Hispanics                      | Young Families                 | Young Invincibles           |
|--------------------------------|--------------------------------|-----------------------------|
| KOAS-FM Rhythmic AC            | KSNE-FM AC                     | KOAS-FM Rhythmic AC         |
| KXTE-FM Alternative            | KXTE-FM Alternative            | KXTE-FM Alternative         |
| KMXB-FM Hot Adult Contemporary | KMXB-FM Hot Adult Contemporary | KOMP-FM Album Oriented Rock |
| KWID-FM Spanish Adult Hits     | KCYE-FM Country                | KNSE-FM Adult Contemporary  |
| KISF-FM Mexican Regional       | KISF-FM Mexican Regional       | KISF-FM Mexican Regional    |

# Radio – Northern Nevada

| Hispanics                  | Young Families                 | Young Invincibles        |
|----------------------------|--------------------------------|--------------------------|
| KRNV-FM Mexican Regional   | KLCA-FM Contemporary Hits      | KRNV-FM Mexican Regional |
| KSRN-FM Mexican Regional   | KNEV-FM Adult Contemporary/Mix | KDOT-FM New/Hard Rock    |
| KRNO-FM Adult Contemporary | KRNO-FM Adult Contemporary     | KSGG-FM Urban Hip Hop    |
| KWYL-FM Rhythmic Top 40    | KWYL-FM Rhythmic Top 40        | KWYL-FM Rhythmic Top 40  |
| KBUL-FM Country            | KBUL-FM Country                | KBUL-FM Country          |

# Out-of-Home

- Geo-targeted
  - High-density Hispanic zip codes
  - High-traffic areas; delivers great frequency
    - Target local commuters
    - Primary arteries and major intersections
- Transit advertising – shelters, wraps, bus interiors
- Billboards – digital and poster panels
- Event advertising
  - Las Vegas 51s
  - Reno Aces

# Print

- Over 40% of the target audiences read a printed/paper copy of a newspaper
- Rural market placement
  - Elko Daily Free Press/Pahrump Mirror/Humboldt Sun
- Hispanic and minority placements
  - El Mundo/El Tiempo/Ahora Latino Journal/El Sol de Nevada
  - Filipino Times
- Classified display placement in the RGJ and LVRJ
  - Targets unemployed/underemployed